

Order / Rev: 705294
 Alt Order #: 06267277
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: NRCC-IE
 Product Desc: NRCC-IE 2012
 Estimate: 2953

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	10/12/12	10/12/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$300.00		0.00						
E 4	WKYC	10/12/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$850.00		0.00						
E 5	WKYC	10/12/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,400.00		0.00						
E 6	WKYC	10/12/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,800.00		0.00						
E 7	WKYC	10/15/12	10/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$3,000.00		0.00						
E 8	WKYC	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,300.00		0.00						
E 9	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$800.00		0.00						
E 10	WKYC	10/15/12	10/15/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$300.00		0.00						
E 11	WKYC	10/15/12	10/15/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$850.00		0.00						
E 12	WKYC	10/15/12	10/15/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,800.00		0.00						
E 13	WKYC	10/13/12	10/13/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$2,500.00		0.00						
E 14	WKYC	10/13/12	10/13/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
CASH EXPLOSION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$800.00		0.00						
E 15	WKYC	10/14/12	10/14/12		CM	1030a-6p	-----S	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su 10a-6p Weekend Rotator (4:30 PM-6:00 PM) PRO BULL RIDING <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 2 \$500.00 0.00															
E 16	WKYC	10/14/12	10/14/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
CH3 NWS@6 WKND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$2,500.00 0.00															
E 17	WKYC	10/14/12	10/14/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH3 SU MRN NWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$1,800.00 0.00															
E 18	WKYC	10/18/12	10/18/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
TONITE SHW-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$1,300.00 0.00															
E 19	WKYC	10/18/12	10/18/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$800.00 0.00															
E 20	WKYC	10/18/12	10/18/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
CH3 NEWS SUNRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$850.00 0.00															
E 21	WKYC	10/18/12	10/18/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$1,400.00 0.00															
E 22	WKYC	10/18/12	10/18/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$1,800.00 0.00															
E 23	WKYC	10/16/12	10/16/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
TONITE SHW-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$1,300.00 0.00															
E 24	WKYC	10/16/12	10/16/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$800.00 0.00															
E 25	WKYC	10/16/12	10/16/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
CH3 NEWS SUNRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$850.00 0.00															
E 26	WKYC	10/16/12	10/16/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$1,400.00 0.00															
E 27	WKYC	10/16/12	10/16/12		CM	7a-9a	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 7-9a Today Today Show												
TODAY SHW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/15/12		10/15/12	10/21/12	-T-----	1		\$1,800.00		0.00							
E 28	WKYC	10/17/12	10/17/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
CH 3 NWS AT 11																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$3,000.00		0.00							
E 29	WKYC	10/17/12	10/17/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00	
TONITE SHW-NBC																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$1,300.00		0.00							
E 30	WKYC	10/17/12	10/17/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00	
ELLEN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$800.00		0.00							
E 31	WKYC	10/17/12	10/17/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00	
CH 3 NEWS 430A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$300.00		0.00							
E 32	WKYC	10/17/12	10/17/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
CH3 NEWS SUNRS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$850.00		0.00							
E 33	WKYC	10/17/12	10/17/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00	
TODAY SHW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$1,800.00		0.00							
													Totals	34	\$43,450.00	